

DAVID Y. IGE
GOVERNOR

DOUGLAS MURDOCK
COMPTROLLER



CHARLES T. TOGUCHI
CHAIRMAN, STADIUM AUTHORITY

SCOTT L. CHAN
MANAGER

LOIS M. MANIN
DEPUTY MANAGER

An Agency of the State of Hawaii

TESTIMONY
OF
SCOTT L. CHAN, STADIUM MANAGER
STADIUM AUTHORITY
TO THE
SENATE COMMITTEE
ON
WAYS AND MEANS
ON
April 2, 2015
H.B. 318, H.D. 1, S.D. 1

RELATING TO GOVERNMENT BUILDINGS

Chair Tokuda, Vice Chair Kouchi, and members of the Committee, thank you for the opportunity to testify on H.B. 318, H.D. 1, S.D. 1.

The Stadium Authority (Authority) supports the intent of H.B. 318, H.D. 1, S.D. 1 and the opportunity that it provides to capitalize on advertising opportunities that avail themselves and the notable amount of compensation that is associated as a result.

The Authority is a special funded agency that is administratively attached to the Department of Accounting and General Services. As a self-sufficient operation, the Authority relies solely on revenues generated through various business opportunities to address its recurring operating expenses. H.B. 318, H.D. 1, S.D. 1 provides greater flexibility for the Authority to pursue advertising sponsorships and naming rights opportunities by providing the Authority with the ability to engage in direct negotiation with a sponsor, in turn maximizing value and benefit to its operation.

It is our understanding that advertising sponsorships and naming rights opportunities are mechanisms that offer high exposure and branding opportunities for corporations while providing significant revenue opportunity for stadiums around the world. Corporations are prepared to pay large sums for this branding opportunity.

Your consideration of H.B. 318, H.D. 1, S.D. 1 provides an efficient and effective opportunity for the Authority to capitalize on long-term sponsorships and naming rights opportunities that normally provide greater compensation with little to no cost and capital outlay by the Authority.

Thank you for the opportunity to testify on this matter.